

BENEFITS OF A WORKPLACE CAMPAIGN

A United Way campaign is easy — and good for business.

- **STRENGTHENS Your Team**

Engaging current and prospective employees in a community partnership strengthens staff commitment, boosts morale, sparks cohesion among staff and provides development opportunities.

- **GROWS Your Business**

Community involvement helps you reach a broader audience. You can see increased sales and improved client relationships when cultivating a relationship with United Way.

- **DEVELOPS Your Corporate Citizenship**

Community focus strengthens you as an industry and community leader among stakeholders, employees and customers.

“Both myself and my company, US Bank, are strong supporters of our local United Way. We support United Way because it is the best way for all donors to give to an organization that is fiscally responsible and one that works to meet the wide and diverse needs of our community. By partnering with solid local agencies, United Way ensures that every donation, no matter the size, makes an impact in the lives of local friends and neighbors.”

~ Steve Kemmer, Community President / District Manager, US Bank

5 STEPS to a UNITED WAY CAMPAIGN

1. **Meet us.** Begin by contacting the United Way office or by completing the form online at www.liveunitedclarksville.org. Schedule a meeting for United Way staff to visit your business and share the benefits and process of running a United Way campaign.
2. **Educate your team.** Educate your management team about the value of United Way support and how your company can participate.
3. **Plan your campaign.** We provide all of the tips and tools needed to run a successful campaign. Our staff will work diligently with your company, respecting your time, work environment and culture. We are here to help in anyway and have many ideas for fun and effective campaigns.
4. **Set a date and begin.** Host a meeting or event with employees to kick-off the campaign. Share LIVE UNITED message, present giving opportunity and distribute pledge forms.
5. **Finish and collect pledge forms.** Once you have finished your campaign, collect all pledge forms and donations. Complete the company pledge report and give us a call. We'll take it from there with a big THANK YOU!



United Way of the
Greater Clarksville Region

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

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